

# MAD<sup>IND</sup>

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No. 140

Jan. '71



**IN  
THIS  
ISSUE:  
PUT★ON**

Norman Mingo



# A MAD LOOK AT FLAGS OF THE WORLD

Conceived by MAX BRANDEL

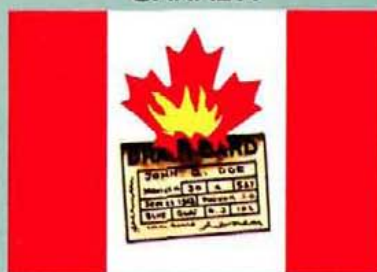
## UNITED STATES



## GREAT BRITAIN



## CANADA



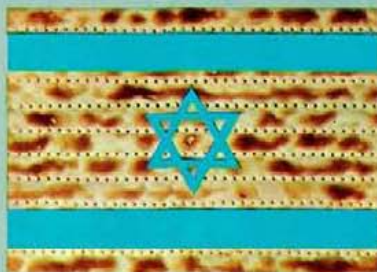
## GREECE



## IRELAND



## ISRAEL



## JAPAN



## MEXICO



## UNITED ARAB REPUBLIC



## SOVIET UNION



## SWITZERLAND



# MAD

"A political candidate is someone who rises on whatever the people will fall for!"—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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\*\*Various Places Around The Magazine

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#### MAD TOPPER

Today, I read MAD #138. It topped off an already dull, boring, uninspired day!

Alan Greenspan  
Oakhurst, N.J.

#### M\*I\*S\*H M\*O\*S\*H

I was pleasantly surprised by your satire of "M\*A\*S\*H," which by the way was an excellent film. Your satire, "M\*I\*S\*H M\*O\*S\*H" was very funny indeed, and best of all, straight, sharp and true. You found what you disliked in the film and brought it out. Bravo!

Jeff Watkins  
University of Colorado

I laughed my head off all through "M\*A\*S\*H." Too bad I can't say the same for your boring satire. Better luck next time.

Lorne Shapiro  
Montreal, Canada

Congratulations on a brilliant satire of a sick movie. I'm glad someone else noted the anachronisms. You'll probably get a lot of criticism for this satire, but keep pitching.

B.A.  
Baltimore, Md.

"M\*I\*S\*H M\*O\*S\*H" was absolutely beautiful! I know you'll get letters from irate people with no sense of humor who'll think you did "M\*A\*S\*H" an injustice. But like "M\*A\*S\*H," your "M\*I\*S\*H M\*O\*S\*H" was a masterpiece!

Lorita Coburn  
Ravena, New York

"M\*A\*S\*H" was a S\*M\*A\*S\*H! But your satire of it was T\*R\*A\*S\*H! Don Mutchler  
Richardson, Texas

Congratulations on showing "M\*A\*S\*H" to be the tasteless, senseless, idiotic "M\*I\*S\*H M\*O\*S\*H" it was! Keep your trash coming! It's exactly the sort of garbage this polluted world needs.

Thomas C. Putich  
College of the Holy Cross  
Worcester, Mass.

I think I'm going to stop going to the movies and just read MAD. Your satires of these "now" movies are much more entertaining than the real things.

Eva Thompson  
Savannah, Ga.

#### MORONED

Your satire of "Marooned" was really great and very funny. After shelling out a couple of bucks to see this "dull space idiocy," it was certainly a refreshing experience to read your MAD version of it. Keep it up!

Laszlo J. Ferenczi  
Santa Monica, Calif.

Your satire of "Marooned" was exactly like the movie. The comedy was the same, the drama was the same, everything was the same... boring!!

Alan Zubris  
Philadelphia, Pa.

Personally, I felt that "Marooned" was a great triumph for the movie-makers, and "Moroned" was a great triumph for the idiots of MAD!

Christopher Cullens  
Redlands, Calif.

Your version of "Marooned" was simply "out of this world!"

Aurelio Stagnaro  
Glenside, Pa.

#### IF PEANUTS WERE A WEEKLY TV SERIES

"If Peanuts Were A Weekly TV Series" was a masterpiece—a stroke of genius on the part of Lou Silverstone and Jack Rickard. So how come it was in MAD?

Jeanne Robbins  
Buzzards Bay, Me.

In "If Peanuts Were A Weekly TV Series," some of the shows you describe would still be better than the garbage they show on TV these days!

Joel Maxman  
Brooklyn, N.Y.

I agree with your article on the prospect of making "Peanuts" into a regular weekly TV show and having it fall into formulaized tired formats. Therefore, I offer this advice to you: Make MAD a yearly magazine!

Randy Earley  
Mobile, Ala.

#### THOSE WONDERFUL SIXTIES

My congratulations to Larry Siegel for "Those Wonderful Sixties." Honest and witty, it will prove to be one of your best satires! Bravo!

Jay Wynshaw  
Sestri Levante, Genoa, Italy

Your article, "Those Wonderful Sixties," made me sick—mainly because it was all too true.

Linda Suhr  
Concord, Calif.

Congratulations for your sensational article, "Those Wonderful Sixties." Unfortunately, you forgot one revolting item, mainly: Who remembers that nutty magazine that brainwashed the minds of millions—MAD?

Howard Wolin  
Danny Newmark  
Los Angeles, Calif.

#### TV PREMIER NEWSPAPER STORY

I enjoyed all eight trillion, nine hundred sixteen billion, one hundred million, four hundred and forty-eight thousand, two hundred fifty-six (8,916,100,448,256) possibilities of "MAD's All-Inclusive Do-It-Yourself TV Premier Newspaper Story" even more than the eight trillion, nine hundred sixteen billion, one hundred million, four hundred and forty-eight thousand, two hundred fifty-six possibilities in "MAD's All-Inclusive Do-It-Yourself Protest Newspaper Story" of last summer! Add that to your list of classic comments!

Danny Peele  
Bear Grass, N.C.

#### THE MAD LOVE BOOK

"The MAD Love Book" was GREAT!! I fell in love with it at first sight!

John C. Petraitis  
Douglaston, N.Y.

What's going on? Your "MAD Love Book" wasn't satirical, insulting or mean. It was actually nice and sweet! Are you guys cracking up or something?

Robert Reid  
Itasca, Ill.

In regard to your "MAD Love Book," you left out one: Don't you just love... finding a really funny article in MAD for a change!

Dan Grise  
Birmingham, Ala.

Don't you just love... reading an article like "The MAD Love Book" and loving every minute of it!

Sharon Hirschhorn  
Brooklyn, N.Y.

Don't you just love... February, May, August and November because those are the months when MAD isn't published!

Steve Pearl  
Hewlett, N.Y.

Don't you just love... getting the "MAD Fold-In" to line up!

John Carvala  
Fontana, Calif.

Don't you just love... getting a notice telling you your subscription to MAD has expired!

Brian Kennedy  
Columbia, Mo.

Don't you just love... writing a letter to MAD and seeing it printed!

Steve Casaw  
Morris Plains, N.J.

#### MAD MIRROR

Bravo for a job well done! Stick with your satires (or truths) and keep giving America's "people machines" a good look at themselves!

Janis Pegram  
Dallas, Texas

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TEN—HUT!! Okay... now hear this, you @#\$%&! MAD readers, and hear it good! I know you don't usually read any @#\$%&! introductions to articles in this @#\$%&! magazine... but you're going to read this one!

And you're going to read this @#\$%&! introduction because I TOLD you to! And what's more, you're going to read the rest of the @#\$%&! article that follows this @#\$%&! introduction, and you're going to read it FIRST!!

You're NOT going to turn to "You Know You're Really A @#\$%&! When..." or Dave Berg's "The Lighter Side Of @#\$%&!" You're going to read THIS because it's a @#\$%&! funny satire of a @#\$%&! great movie about my @#\$%&! great life as a chicken-@#\$%&! General during W.W. II!

Hey, you out there! Stop picking your @#\$%&! nose and pay attention to me, or I'll kick your @#\$%&! all the way from here to Berlin!



DRUCKER



And YOU—you @ # \$ % & ! cheap little eight-year old @ # \$ % & ! Better stop peeking at this @ # \$ % & ! story at the magazine rack and BUY your own copy, or I'll draft your @ # \$ % & ! right into the @ # \$ % & ! Army!

Now, here's my military philosophy! No @ # \$ % & ! ever won a war by dying for his country! You win a war by letting the OTHER @ # \$ % & ! die for HIS country!

And HOW do you let the OTHER @ # \$ % & ! die for his country? You KILL the other @ # \$ % & ! THAT'S how!

So if you want to win a war, you gotta kill every other @ # \$ % & ! And if that includes ENEMY @ # \$ % & !'s—so much the better! All right! You will now sit and pay attention and you will begin reading this story about killing other @ # \$ % & !'s . . . and you will finish it . . . and you will enjoy it . . . and that's a @ # \$ % & ! order! Otherwise, you'll answer to . . .

# PUT ★ ON

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

America's first taste of battle, Gen Boredly, and the Nazis gave us a terrible beating! Look at those Arabs stripping our dead soldiers of their clothing . . . !

Death is everywhere, Harris! God, how I hate the stench of death!

That's not death you smell, Sir! That's those Arabs . . . and their camels!

God, how I miss the stench of death!



What's wrong with our troops, Harris? They don't seem to respond to my leadership! Tell me why!

The men just don't respect you, Sir! No offense meant, Sir—but they consider you a crashing bore!

A crashing bore?!

Yes, Sir! You know how Hitler is called "Der Fuehrer" and Rommel is called "The Desert Fox"?

Right! What's my nickname?

"The Insurance Salesman"!



That's a LIE! I'm NOT a bore! I'm a dynamic, vibrant officer!

YOU!! Stop trying to steal my clothes! Leave me alone! I'm not dead!

You're NOT! Boy, you sure had ME fooled!

Hmmmm! Okay, I get the message! We need a more dynamic leader here . . . a fearless and colorful personality to uplift and inspire the troops! And I know just the man!



Hey, Willie . . . you ever hear of General George Putkxon?

Nah, Joe! Who's he?

He's gonna be our new leader!

Ahh, when you've seen ONE Commanding General, you've see 'em all!



You!! Soldier! Look alive when I talk to you! You call yourself a member of the U.S. Army? I say you're a @#%&! disgrace! Look at your @#%&! uniform! Look at your @#%&! posture! You're confined to your @#%&! barracks for the rest of this war... and for the first two years of the next war... if we have another one—God willing!!



Well... don't just stand there! DISMISSED!!

Wow! If that's how he talks to his superior officers, WE'RE DEAD!!!



This is the filthiest @#%&! barrack I've ever seen! Dirty floors... dirty walls... dirty beds! And what's this?! DIRTY PIN-UP PICTURES?!!



Is that all you can think about, Soldier? Dirty @#%&! SEX!

Not exactly, Sir—

But, Sir! I don't think you know—

B-but, Sir! That pin-up picture IS my Mother!!

You want exciting fantasies at night? I'll give you MY pin-up pictures to hang! 8 x 10 glossies of mutilated Germans!

What would your Mother say if she saw this picture? Your gray-haired, kind, loveable American Mother... sitting at home, knitting for the Red Cross and baking apple pie! Soldier, you've got a dirty mind!

Soldier... you've got a dirty Mother!!



Next barracks! Hmmm! What are these men doing in bed? It's past 0500! Everyone on your feet for close order drill—then five laps around Morocco!

Okay! Make it FOUR laps around Morocco! And men with leg wounds can crawl!

But, Sir! This is a hospital!

Now, what's YOUR problem, Soldier?

I've got shrapnel in my back, General!

Well, don't just lie there! As long as you're in that position, DO PUSH-UPS!!

What's wrong with him?

He's dead, Sir!

That's no excuse! Make him stand at attention!





Ach! Zis mission should be a piece of kuchen, Hermann! Ve come in low over ze town, ve shpray them mit machine gun fire, und zen ve bomb zem—

Turn back, Carl! It's a trap! Ve're outnumbered!

Outnumbered?! Ze Americans haf no planes, no anti-aircraft guns, nuttink! All I see is zat dumkopf in ze middle of ze road firing two pistols at us!

Zat iss vot I mean! Zat iss General George Put★on! Take it from me—ve're outnumbered!!

Take that, you #e\$%&! Kraut! And that... and that!!

Mein Gott! He's a madman! But now ve get him! He ran out of bullets!

Turn back, Carl! Please! He'll find OTHER weapons!!



Gott in Himmel! Now, he's throwink rocks at us!

Turn back! You don't know zis idiot! He'll destroy you vit anything! He killed by brother Vilhelm in ze desert a few weeks ago!

Vit vot...?

You von't believe zis, but he BIT him to death!!

Hah! NOW, ve get him! He ran out of bullets und he ran out of rocks!

Ach du lieber! He got me right in ze eyes! I can't see! Zis iss it! Ve're goink to crash!

Carl! Vot happened to us?!

YOU'RE not goink to believe ZIS, Hermann—but a bomber in Der Fuehrer's Luftvaffe vas just shot down mit SHPITI!



Brilliant, George! One of the greatest single-handed feats of this war! One of the greatest feats of this century!

You call this a WAR?! You call this a CENTURY!?

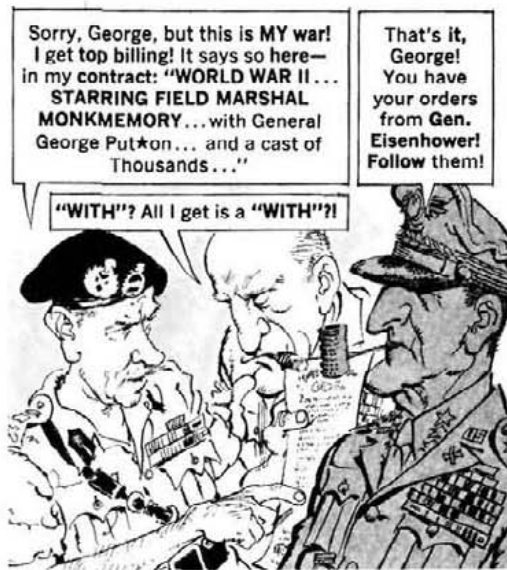
They don't make wars like they used to! Gee I miss the Spanish Inquisition! The water torture! The cutting out of tongues! Why don't we cut out tongues anymore? And who remembers what's his name? Attila The Hun!? What a wild, crazy nut... with his pillage and rapine! What ever became of pillage and rapine?

And what about that Oriental kook, Ghengis Khan, and his lovable Hordes? Gee, I'd love to slaughter with my own Horde! And what about those goofy Crusaders with their torture racks for Pagans—burning heretics in the name of God? What's become of us? Why aren't we religious anymore?

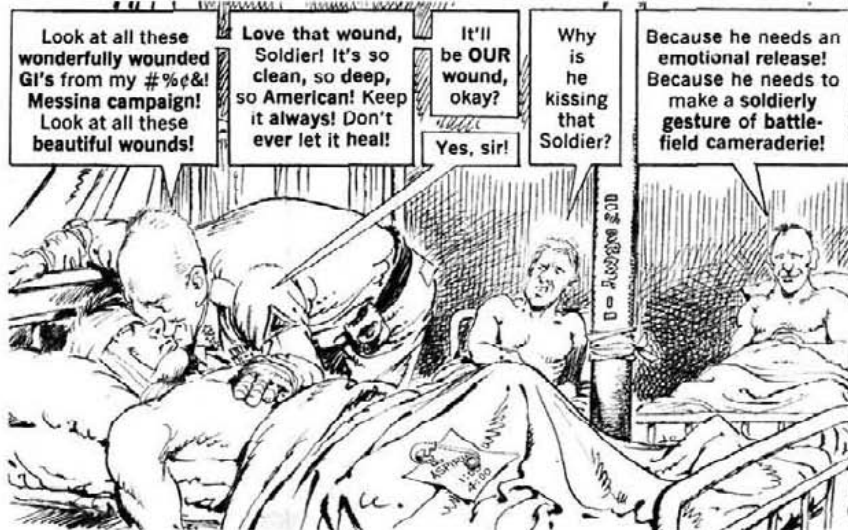
The old man going down Memory Lane again?

Shhh! Don't disturb an old soldier and his dreams!









Last we heard,  
he passed  
Berlin . . . and  
took Moscow!

No, that was hours ago! He's now in either Shanghai—or Tahiti!

**I got a report  
that he just  
pushed through  
the Lincoln  
Tunnel and  
took Secaucus,  
New Jersey!**

**Urgent Communiqué!**  
He's landed in Rio de Janeiro and he's crossing South America to the Pacific by way of the Victory Canal!

**Victory Canal?!**  
There's no Victory Canal in South America!

There  
is  
**NOW!**  
He  
just  
built  
it!

**Kill!  
Kill!  
Onward!  
Onward  
to  
Little  
America!**

Sir, Little America is at the **South Pole**! We're here at the **North Pole**!

Whatever . .

**Communique, Sir!**



**It's sad, I tell you! It's heart-breaking! I've never seen him cry before!**

**What happened?  
Have our supply  
lines been cut?  
Have we been  
ambushed by  
Eskimoos?**

**Worse . . .  
Much worse!  
The Germans  
surrendered!  
The war  
is OVER!!**

Those  
@ # € \$ % & !  
Nazis  
really  
know how  
to hurt  
a guy!

How IS Gen. Put★on . . . now that he's retired and finished with war forever?

Well, he mopes  
and sulks and  
dreams a lot!

Does he have any hobbies?

Sometimes, he plays little War Games around the Chateau! Last week, he mined the Latrine! Thursday, he shot the Cook! Yesterday, he bayoneted his Orderly! But... well, you know how it is! It's just not the same!!



**Now that the war is over, what are the plans of the Joint Chiefs of Staff?**

Well, we've got the future to think about! So we've been kicking some ideas around!

None of this is definite, of course! And most of it has only been penciled in—

—But some time around 1950 or so, we figure it might be fun to have a little action in Korea!

Yeah! And maybe a few years later—Well, there's this place called Vietnam!

And right next to it—this place called **Cambodia!**

But why are you doing this?

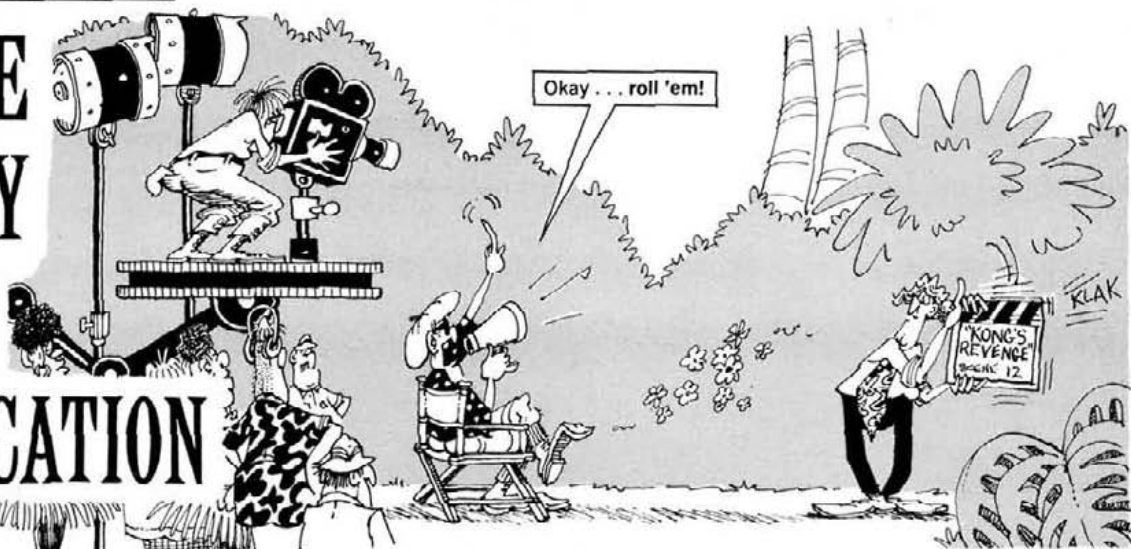
Believe  
us, we're  
not just  
doing  
this for  
ourselves.

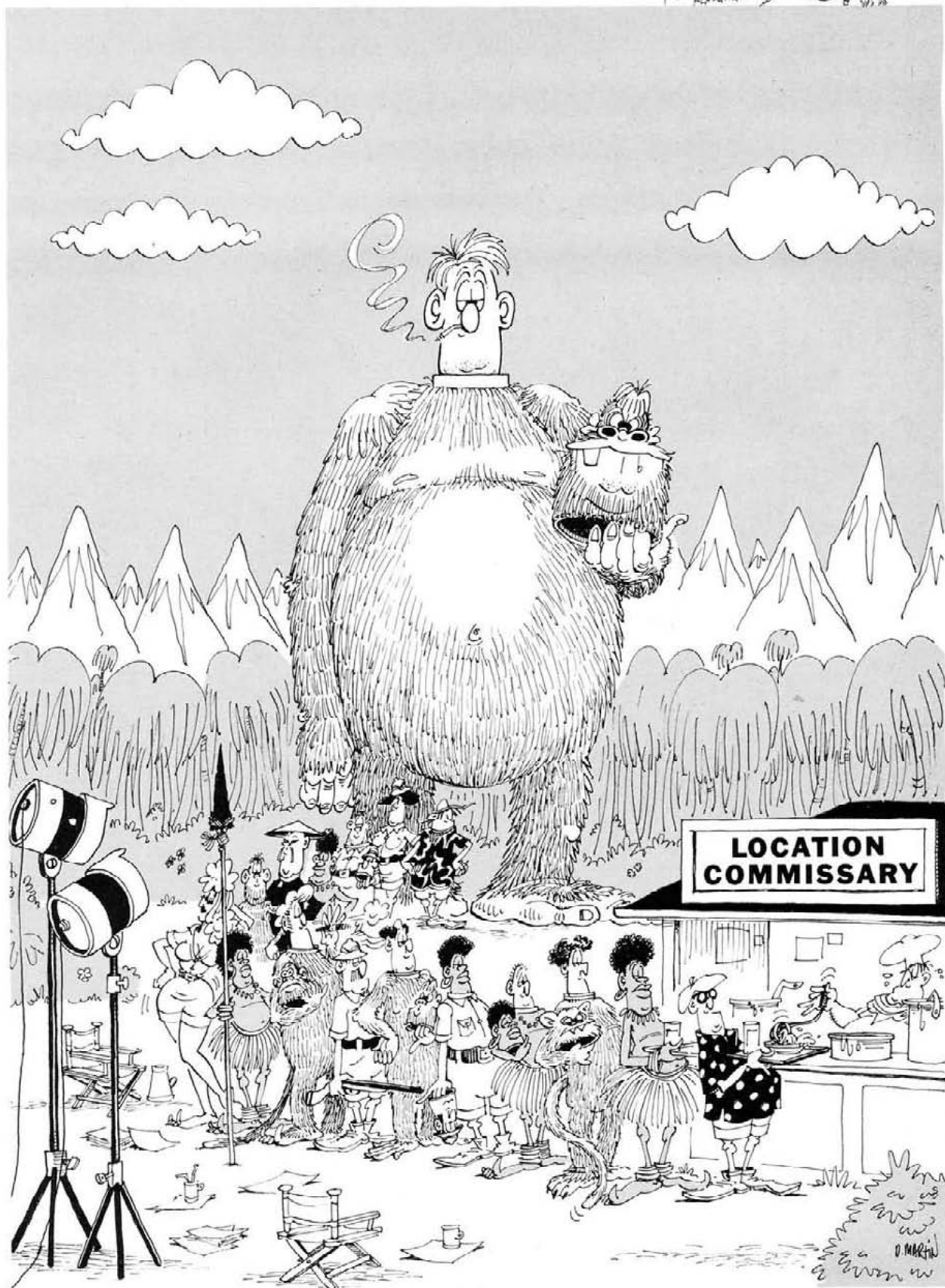
**GEORGE  
WOULD  
HAVE  
WANTED  
IT THIS  
WAY!!**





# ONE DAY ON LOCATION







## NARC, NARC! WHO'S THERE? DEPT.

Have you noticed how confused the world has become lately? You have? That figures! If you weren't confused to begin with, you wouldn't be reading this trash. Still, it's our opinion (and you know what that's worth!) that one of the most confusing problems of all is today's "Drug Scene". Here at MAD, most of us like to get high on halvah and Chinese fortune cookies. We like it that way. But the fact still remains that there is a serious drug problem in this country, and it's getting worse with every sniff, puff and fix. As always, MAD is ready to help. So, adding a touch of chaos to the present ridiculous confusion, we now bring you...



### Chapter 1.



See the pretty plant.

It is a Marihuana plant.

The Latin name for it is "cannabis sativa."

It is also called "pot," "tea," "gace,"

"boo" and "Maryjane."

Would you like to grow this pretty plant in your garden?

If you do, you will soon have a visit from the police.

They are also called "cops," "fuzz," "narcos,"

"pigs" and "the man."

When they see your garden, you will be arrested.

This is also called being "hailed in," "pinched,"

"nabbed," "cribbed," and "busted."

What fun it is to learn new words!

Who would ever think that gardening could be so educational!

# THE MAD BLOW-YOUR-MIND DRUG PRIMER



### Chapter 2.



See the Mayor.

He is very angry.

He is angry because there is a serious drug problem in his town.

He blames the whole thing on today's parents.

He believes today's parents are indifferent and irresponsible.

An hour ago, three teenagers were arrested for "Possession."

See the Mayor blow his stack at today's irresponsible parents.

If you think he's angry now, wait till he finds out that the three teenagers are his own kids!

### Chapter 3.



See the junkie.

He is waiting for his connection.

The connection is very important to the junkie.

The connection gives the junkie what he desperately needs.

The connection slips the junkie a little "magic something" that will make his life serene and beautiful.

See the policeman.

He is also waiting for his connection.

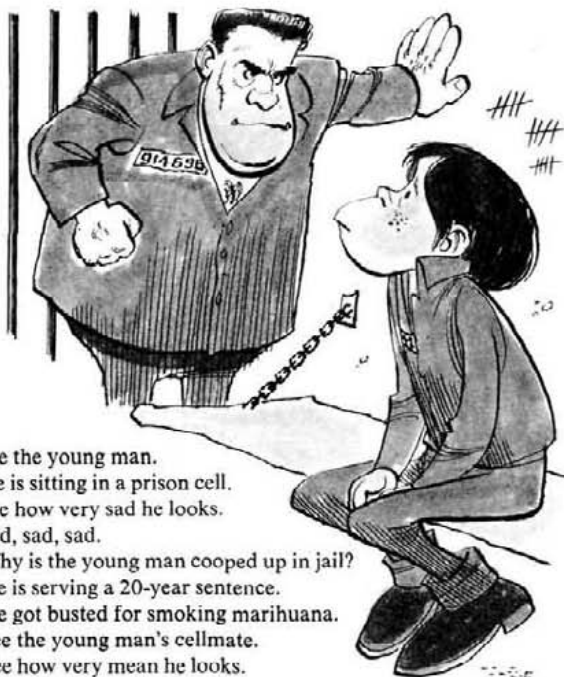
The connection is very important to the policeman.

The connection gives the policeman what he desperately needs.

The connection slips the policeman a little "magic something" that will make his life serene and beautiful.

See the connection?

### Chapter 4.



See the young man.

He is sitting in a prison cell.

See how very sad he looks.

Sad, sad, sad.

Why is the young man cooped up in jail?

He is serving a 20-year sentence.

He got busted for smoking marihuana.

See the young man's cellmate.

See how very mean he looks.

Mean, mean, mean.

Why is the mean cellmate cooped up in jail?

The mean cellmate is only serving a 10-year sentence.

All he did was commit arson, rape, and a few assorted murders.

### Chapter 5.



See the other young man.

His name is Elwood.

Elwood loves to travel by air.

Can he afford expensive airline tickets?

Of course not . . . but who needs planes?

Elwood just sucks on a sugar cube of LSD . . . and takes off!

Some day, when Elwood is on LSD

He will zoom right off the roof.

Crash, crash, crash.

Bye-bye, Elwood.

LSD is swell for flying.

The trouble is, it's not much good for landing.

### Chapter 6. .



See the nice, middle-class parents.

Hear them groaning and screaming.

Yarrgh, yarrgh, yarrgh.

Why are they in such a state of yarrgh?

They have just learned that their teenage son smokes pot.

Nice, middle-class parents do not approve of pot.

No, no, no.

They are against young people using drugs.

The whole idea of their son using drugs is very upsetting to them.

It is so upsetting, they will have to double their usual dose of tranquilizers and sleeping pills today.



## Chapter 7.



See the shiftless drug addict.  
He has no home. He has no money. He has no ambition.  
All he wants is to be left alone to do his own thing.  
Shame on the shiftless drug addict.  
He is downright un-American!  
See the mighty Mafia chief.  
He has wealth. He has power. He has ambition.  
Every year, he squeezes millions of dollars out of  
poor, sick, helpless drug addicts.  
The mighty Mafia chief is a real go-getter.  
Three cheers for the mighty Mafia chief.  
Thank goodness there are some people who still know  
what this great country of ours stands for!

## Chapter 9.



See the nice freaked-out Hippie couple.  
The nice, freaked-out Hippie couple does everything together.  
They smoke hash together.  
They drop acid together.  
They shoot heroin together.  
They take mescaline, cocaine, "speed" and "bennies" together.  
They experiment with all kinds of crazy drugs together.  
When the baby comes, they will take care of it together.  
And they will name it together.  
What will the nice, freaked-out couple name their new baby?  
That all depends . . .  
On whether the baby is a "he"—a "she"—or an "IT"!

## Chapter 8.



See the Senator.  
The Senator is making an important speech.  
It is a speech against legalizing marihuana.  
The Senator has strong ideas about drugs.  
In his opinion, all drugs are reprehensible.  
He points out that drugs can be harmful to the human body.  
Harmful, harmful, harmful.  
Why does the Senator look so shaky and glassy-eyed?  
You'd be shaky and glassy-eyed too  
If you had as many martinis for lunch as he did!

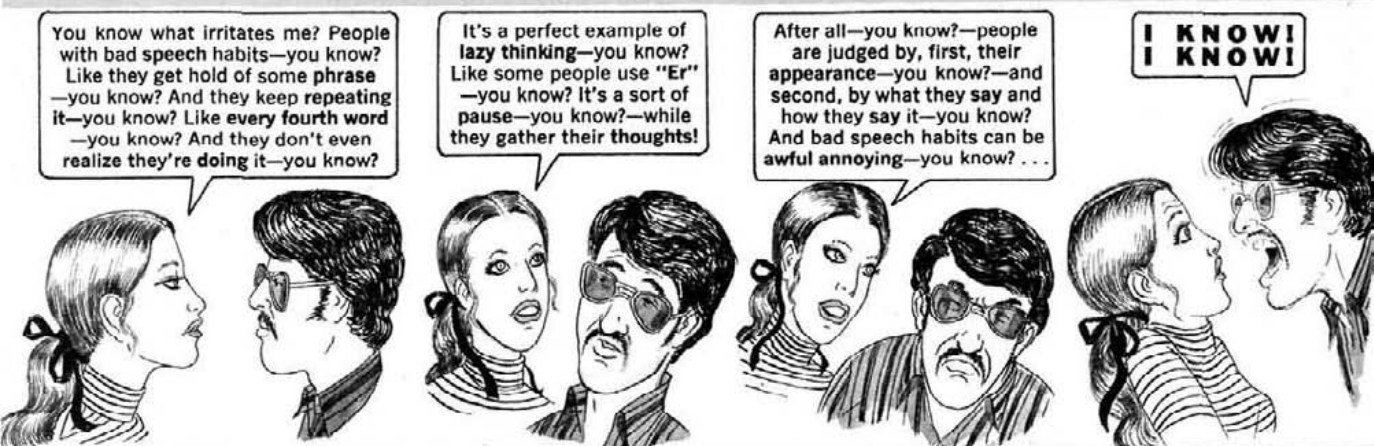
## Chapter 10.



See the busy Drug Rehabilitation Center.  
It is crowded with suffering drug addicts.  
Crowded, crowded, crowded.  
They have been waiting all day to get a little help.  
But, alas, there aren't enough beds to go around.  
And there aren't enough doctors to go around.  
And there aren't enough social workers to go around.  
And there aren't enough psychiatrists to go around.  
Where does all the money go that is voted for Drug Rehabilitation?  
That's easy!  
It goes to Federal and State Commissions  
that investigate *why* there aren't enough beds  
or doctors or social workers or psychiatrists to go around!

# THE LIGHTER SIDE OF...

# BAD





# HABITS

ARTIST & WRITER: DAVE BERG

Isn't that a television set I see Jimmy carrying into his house?

Yep! And that's the fifth set this week! Jimmy has a terrible habit!

He STEALS television sets . . .

Wow! That IS terrible!

He steals television sets because he has a \$60-a-day NARCOTICS habit! If he doesn't come up with the money for a daily fix, he goes into convulsions!

Oh, is that all? I thought it was something REALLY SERIOUS . . . like being hung up on TELEVISION!!



What in heck are you doing?

I'm trying to figure something out!

So? What effect does scratching your head have on the thinking process?

Gee . . . none, I guess! It's a silly habit! But, most people do it!

You're supposed to be the smart one in this family! You tell me . . . why DO people scratch their heads when they're thinking??

I never really thought about it before!

Hmmmm! Le'me see . . .



Honey, you have one terrible habit that grates on my nerves!

I grate on HIS nerves! What gall! He's always cracking his knuckles and driving me out of my skull!

You really have to get rid of this bad habit!

Yipe! He's doing it again! I swear, if he does it one more time, I'll SCREAM!!

All it takes is a little will-power and self-control!

YAAH!

THERE! THAT'S WHAT I'M TALKING ABOUT! YOU'RE ALWAYS SCREAMING!



I finally got you to break that nasty and dangerous habit of smoking cigarettes—and now you've got another disgusting habit! Chewing gum!!

But that's how I broke the cigarette habit... by chewing gum, instead!

Why do all your bad habits have to do with your mouth?

I guess it's a form of insecurity that goes back to my weaning period!

I don't care! I pulled the cigarette out of your mouth, and now I'm telling you to spit out the chewing gum! Go find another substitute!



I'm a terrible person! I've got this awful hang-up! I'm a compulsive gambler! I'm like being an alcoholic! I keep gambling away the rent and the food money while my poor family goes without!

I've got to CHANGE!! And I WILL! I swear it! I'm NEVER EVER GOING TO GAMBLE AS LONG AS I LIVE!

You SAY it... but you don't mean it!

Oh, yeah?! You don't think I can do it...?!

HOW MUCH YOU WANNA BET?!



Yessiree! I handle things pretty well!

What are you TALKING about? If you don't have your coffee the minute you get up, you're just no good for the rest of the morning!

And if you don't have a tranquilizer at lunch, you're just no good for the rest of the afternoon! And if you don't have a cocktail before dinner, you're just no good for the rest of the evening!

And if you don't have your sleeping pill before bed, you're just no good for the rest of the night!

Well... other than that, I handle the REST of the day pretty well!



My wife says that I'm the messiest person she knows! She says that being a slob is just a bad habit!

She always nags me about it! She says that being a slob is just carelessness!

She says it's the result of laziness... of doing things without thinking!

Frankly, I don't know what in heck she's talking about!







Will you listen to that! All day long she sings! It's annoying!

I think it's very nice! She has a lovely, soothing voice!

So she has a lovely, soothing voice! It's still annoying!

And her choice of music is in very good taste!

So she has good taste! It's still annoying!

Besides! She's one of those rare people! She's **TRULY HAPPY!!**

**YEAH! THAT'S WHAT'S SO ANNOYING!!**

Your posture is terrible, lately! You're getting into the habit of stooping over when you walk!

Throw back your shoulders! Suck in your gut! Remember! You're one of the smartest students in school! You've got one of the highest I.Q.'s! So **WALK PROUD!**

That's better! See? You can do it! Just remember that you've got **POTENTIAL!!**

**SO WHAT** if the girls think you're a creep?!

Thank you for calling! Yes, I'll take care of it right away! Good-bye!

Do you know that when you talk on the phone, you have a **bad habit!** You **DOODLE!** And doodling is an unconscious act! It can be very revealing! For instance, the way you drew this indicates that you are oversexed and promiscuous!

**SLAP!**

Why did she slap you!

Because of a terrible habit!

Hers...?

No, mine! I psychoanalyze people!

You've heard of husbands who have bad habits?! Well, **MY** husband has them **ALL** beat!!

Some husbands **drink** too much! Some husbands **gamble!** Some leave their clothes lying around... or have certain rituals that can drive you up the wall! Well, you ain't heard nuthin' yet!!

My husband is absolutely impossible to live with!

My goodness! He has that many bad habits!!

**NO! HE HAS NONE AT ALL!**

David Berz



MAJOR HAWKS

# HAWKS & DOVES



ARTIST & WRITER: AL JAFFEE

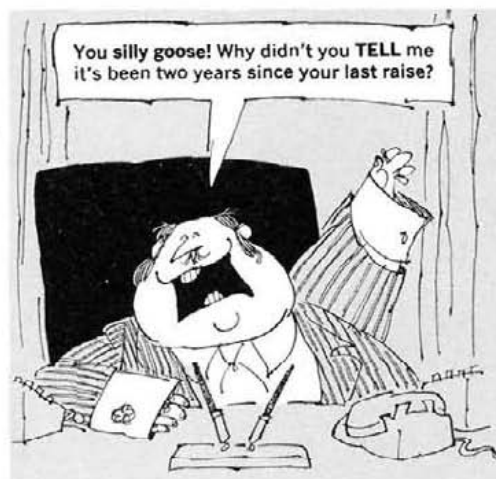
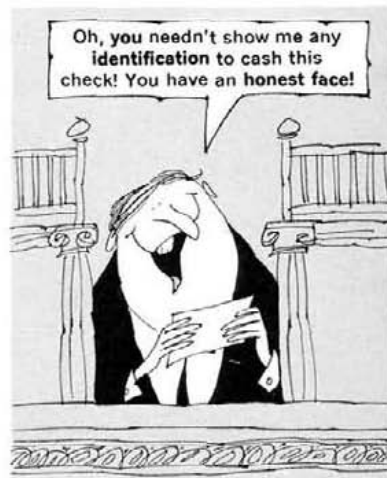


PRIVATE DOVES





# THAT'LL BE

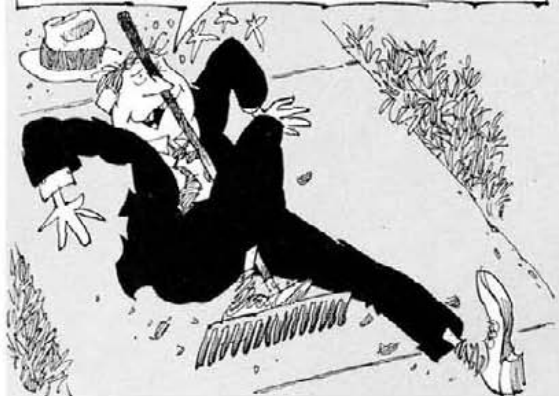


# THE DAY!

ARTIST:  
PAUL COKER, JR.

WRITER:  
DICK DE BARTOLO

Yes, it WAS negligent of you to leave a rake lying in the middle of the sidewalk! But, SUE you?! That's ridiculous!



I know we painted your apartment just eight short months ago—but it looks dingy again! Please, let the Building Management treat you to another paint job . . . ?!



It wasn't anything serious! You just owe me 79¢ for a resistor I replaced!



I saw you running for it . . . so I held the train for you!



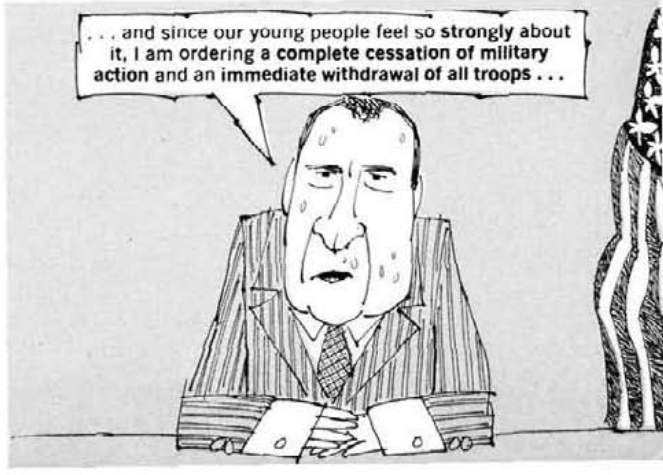
Well, as long as you asked me . . . No, I DON'T think it's as good as the one my competitor is selling!



Why, I'll be delighted to change a \$5.00 bill so you'll have the exact fare for the bus! Oh—please don't feel obligated to buy something!



. . . and since our young people feel so strongly about it, I am ordering a complete cessation of military action and an immediate withdrawal of all troops . . .



# MAD'S CHRISTMAS

## Count The Toll

(Sung to the tune of  
"Silver Bells")

Drivers speeding,  
Signs unheeding,  
Down the highway they race—  
You can tell it's the season of Christmas;  
Wildly weaving,  
Sometimes heaving,  
With the cops giving chase—  
And with each fatal crack-up you'll hear:



Count the toll—  
Count the toll—  
The Safe-ty Coun-cil is saying;  
Please keep score;  
Just one more—  
We'll break the record this year!

## Hark! The Carol Singers Choke

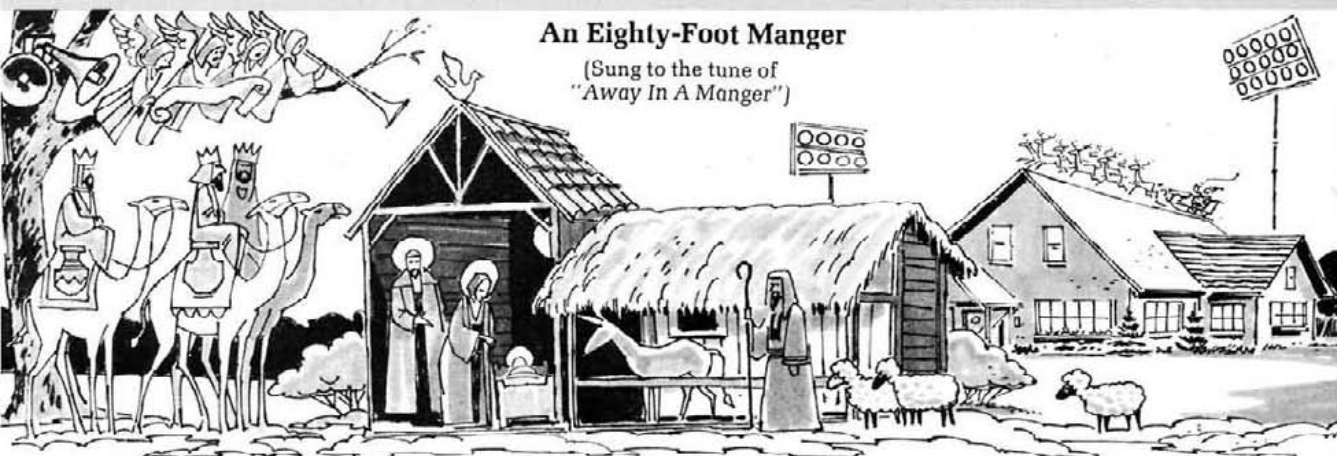
(Sung to the tune of  
"Hark! The Herald Angels Sing!")



Hark! The carol singers cho-ke  
From the smog and fumes and smoke;  
See them rub their itching e-yes  
While the soot pours from the skies;  
Filthy air their throats expe-l,  
Gasping out "The First No-el;"  
Joyful voices cough and hack  
While the fresh snow is turning black;  
When their final song is sung,  
They'll head for home—with one less lung!

## An Eighty-Foot Manger

(Sung to the tune of  
"Away In A Manger")



An eighty-foot manger extends to the street;  
With wise men and camels the scene is complete;  
A choir of angels is perched on a limb  
Beneath a loudspeaker that's blaring a hymn;

Our roof features Santa with reindeer and sleigh,  
While two dozen floodlights light up the display;  
Although it costs thousands, we'd spend even more  
Just so we're out-doing our neighbor next door!



# AS CAROLS

FOR THE 1970  
HOLIDAY SEASON

ARTIST: JACK RICKARD WRITER: FRANK JACOBS

## Charlie The Mailman

(Sung to the tune of  
"Frosty The Snow Man")



Charlie the mailman  
Brings us letters soaked with rain;  
Jams our box so full that the mail is crushed,  
And then laughs when we complain;



Harry the milkman  
Is the biggest slob in town;  
Seldom leaves the quarts that we've asked him for;  
When he does they're upside down;



Eleven months throughout the year  
they're lousy as can be,  
But starting in December they  
show great efficiency—

Then  
Charlie and Harry  
Really show they're full of zip;  
And they'll work that way  
Every doggone day  
Till they get their Christmas tip!

## God Rest Ye Faithful Football Fans

(Sung to the tune of  
"God Rest Ye Merry Gentlemen")

God rest ye faithful football fans,  
This Christmas don't dismay;  
Thank God that there's a play-off game  
'Tween Dallas and Green Bay;  
The TV tube with all its thrills  
Will hold you for the day—  
You won't think . . . of those bills you'll have to pay,  
Bills you must pay—  
You won't think of all those bills you'll have to pay!



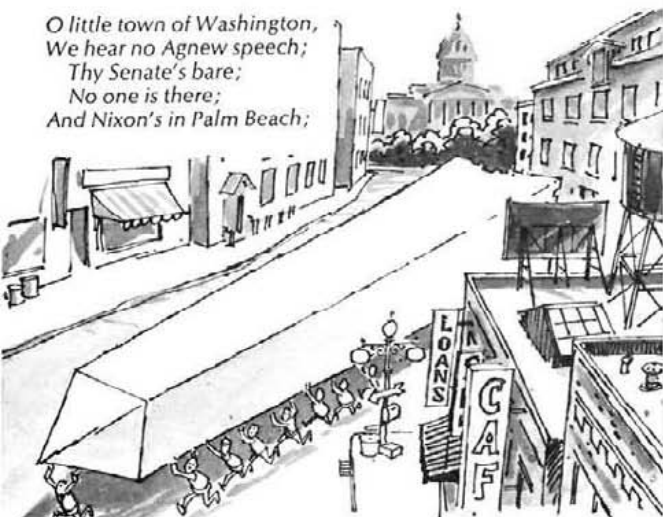
On New Year's day the bowl games come,  
The Cotton, Orange and Rose;  
And then the final championship  
Between the mighty pros;  
And all the while you're rooting for  
Your fav'rite team to win,  
You'll forget . . . all the bills now pouring in,  
Bills pouring in—  
You'll forget the tons of bills now pouring in!



## O Little Town Of Washington

(Sung to the tune of  
"O Little Town Of Bethlehem")

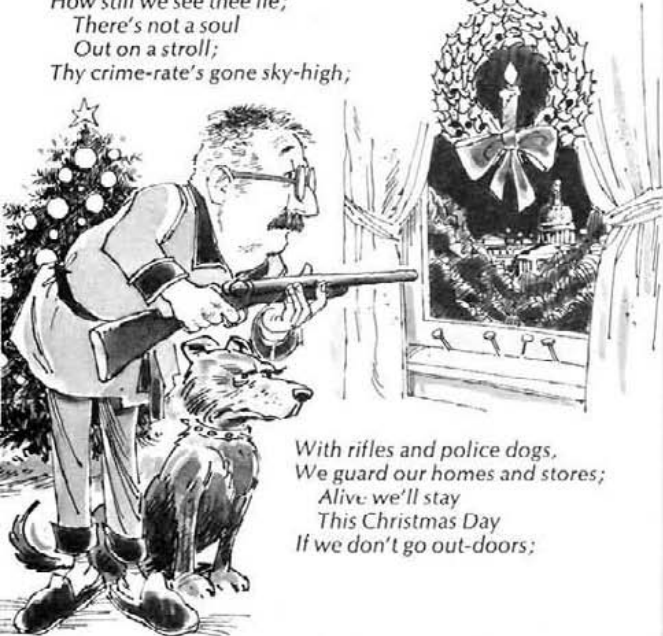
O little town of Washington,  
We hear no Agnew speech;  
Thy Senate's bare;  
No one is there;  
And Nixon's in Palm Beach;



Though Congressmen forsake thee,  
We know why they're not here;  
Thy filth and grime  
And slums and crime  
Might mar their Christmas cheer!



O little town of Washington,  
How still we see thee lie;  
There's not a soul  
Out on a stroll;  
Thy crime-rate's gone sky-high;

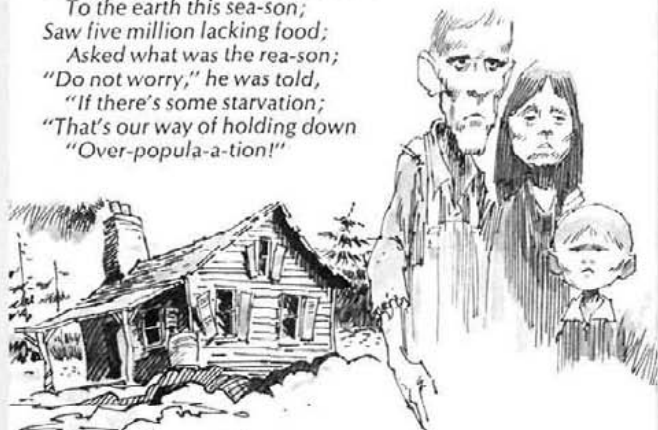


With rifles and police dogs,  
We guard our homes and stores;  
Alive we'll stay  
This Christmas Day  
If we don't go out-doors;

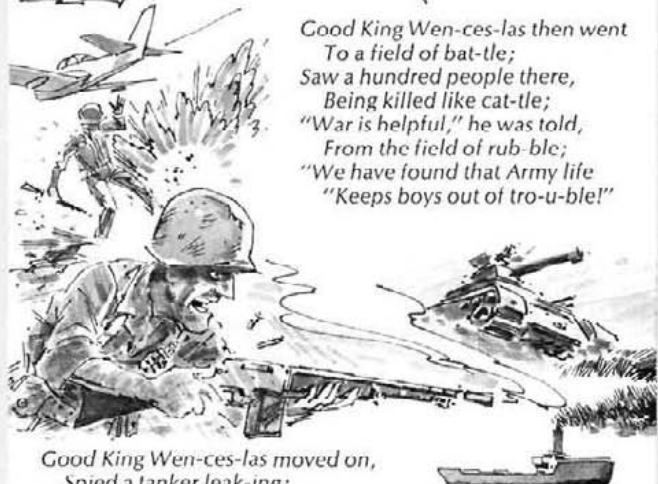
## Good King Wenceslas

(Sung to the tune of  
the popular carol of that name, stupid!)

Good King Wen-ces-las came back  
To the earth this sea-son;  
Saw five million lacking food;  
Asked what was the rea-son;  
"Do not worry," he was told,  
"If there's some starvation;  
"That's our way of holding down  
"Over-popula-a-tion!"



Good King Wen-ces-las then went  
To a field of bat-tle;  
Saw a hundred people there,  
Being killed like cat-tle;  
"War is helpful," he was told,  
From the field of rub-ble;  
"We have found that Army life  
"Keeps boys out of tro-u-ble!"



Good King Wen-ces-las moved on,  
Spied a tanker leak-ing;  
Saw the ocean turning black;  
Heard an oil-man speak-ing:  
"Unemployment rates will drop,  
"If the spill should reach us—  
"There'll be jobs for everyone  
"Cleaning up the be-ea-ches!"



Good King Wen-ces-las turned off  
From the whole routine here;  
Went back up to Heaven's Gates,  
Told God what he'd seen here:  
"Earth is such an awful place,  
"Only fit for slum-ming—  
"If You're smart, You'll drop all plans  
"For the Second C-o-ming!"



## O Telephone! O Telephone!

(Sung to the tune of  
"O Christmas Tree! Fair Christmas Tree!")



O telephone! O telephone!  
At Christmas time we're singing;  
'Cause telephone, O telephone,  
Our loved ones you are ringing;  
We call Aunt Sue in Portland, Maine,  
And get a drug-store in Fort Wayne;  
O telephone! O telephone!  
Frustration you are bringing;

O telephone! O telephone!  
Our call's been mis-directed;  
Though, telephone, dear telephone,  
You claim that you're perfected;  
We know why you work sloppily—  
You're owned by a monopoly;  
O telephone! O telephone!  
We've just been dis-connected!

## Our Plane We Boarded Last Evening, Dear

(Sung to the tune of  
"It Came Upon A Midnight Clear")



Our plane we boarded last evening, dear,  
To start on our holiday spree;  
We read three books and enjoyed our meal,  
And saw a movie for free;  
We pushed our seats back and slept till dawn,  
Then chatted together past noon;  
It's been a pleasure, and now let's hope  
That we'll be taking off soon!

## They're On Strike! They're On Strike!

### They're On Strike!

(Sung to the tune of  
"Let It Snow! Let It Snow! Let It Snow!")



Oh, the weather outside is cru-el,  
And the truck-ers won't bring fu-el;  
Their pay offer they don't like—  
They're on strike! They're on strike! They're on strike!



Our holiday trash is growing,  
But the gar-bage-men aren't showing;  
Their pension plan they don't like—  
They're on strike! They're on strike! They're on strike!



We've a flood that is pretty rough,  
From a break in the water main, dear;  
If you want a repairman—Tough!  
They're staying out till next year!



We're waiting for Santa's visit;  
But his sleigh is late—where is it?  
Seems his reindeer won't make the hike—  
They're on strike! They're on strike! They're on strike!



Nowadays, if you have a personal problem and you cannot afford a psychiatrist, all you have to do is write to your local newspaper or favorite magazine and you can receive

# IF THERE HAD BEEN ADVICE COLUMNS



Dear Abby

ABIGAIL VAN BUREN

**DEAR ABBY:** I am an attractive ward of the King. Recently, I became engaged to the handsomest, bravest man in all the Kingdom. Yet, I am troubled. My fiancée insists upon living in the forest with a group of merry men who wear green leotards and green hats with red feathers. Am I wrong in expecting that he give up living with his friends in the forest after we are married?

—WORRIED

**DEAR WORRIED:** All men should be permitted an occasional night out with the boys. However, from your letter, I would think your boyfriend ought to have a talk with his Minister, Rabbi or Friar. I am sure that his religious leader will convince him that a married man's place is at home with his wife, and not prancing around the woods with some gay fellas.

\* \* \*

**DEAR ABBY:** I'm afraid your advice wasn't much help. His Friar is one of the merry boys that prance around in the woods!

\* \* \*

**DEAR ABBEY:** I've got a terrible problem, something I thought could never happen to my family. I think my teenage daughter, Wendy, is taking drugs. Last evening, she disappeared from her bedroom, and when I asked her where she'd been, she replied that she'd taken a trip to "Neverland" with a boy named Peter Pan and a fairy called Tinkerbell. And then she told an incoherent story about crocodiles, pirates and mermaids. She said that they'd gotten to this place by flying on "Pixie Dust." Up to now, Wendy has been a very popular girl, and has done well at school.

—FRANTIC FATHER

**DEAR FRANTIC:** You may be right. It certainly sounds like your daughter is on drugs. "Pixie Dust" is probably another name for "pot" or "hash." In any case, she needs professional psychiatric help immediately. I hope your letter serves as a warning to other parents who think that this sort of thing can never happen to their children.

\* \* \*

**DEAR ABBEY:** How does an attractive girl with a good build compete with a

big fish? I am in love with a handsome sailor who is normal in every way except that he has this thing about some white whale. It seems that this whale once bit off my sailor's leg, and all he ever talks about is getting his revenge. All of the other New Bedford girls are getting married while I'm sitting around, waiting for my sailor to catch his whale. He's even given it a name: Dopey Mick, or something like that. How can I convince my sailor to stop wasting his life chasing some fish and start doing normal sailor-things like chasing girls—namely me?

—HOOKED

**DEAR HOOKED:** Stop floundering around and cut the line. Remember, there are plenty of other fish in the sea. As for your sailor friend, he needs help. Imagine, giving a fish a name!

\* \* \*

**CONFIDENTIAL TO "A":** Is it worth wrecking your marriage over a piece of fruit? If it will make your wife happy, go ahead—eat the apple!

\* \* \*



advice from such experts as Abigail Van Buren, Dr. Joyce Brothers and Hugh Hefner. But what did people do in "the good old days"? Can you imagine what it would have been like

# THROUGHOUT HISTORY

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

## YE PLAYBOY ADVISOR

**G**rief lies heavy upon my breast. I have been smitten by a rare flower called Juliet. She is rich in beauty and has sworn of her love for me. But, woe! Our families have an ancient grudge and have forbidden our love. We are helpless because, although we are very mature for our ages, she is only 13 and I am only 16.—Romeo M., Verona.

*You sound like a swinging kind of guy, so don't freak out because of one chick. Run, don't walk to the nearest exit. Besides, teenage marriages (even mature ones) don't usually work out, and that alimony can be a drag. Enclosed is an application to our Verona Playboy Club. One look at our stacked Bunnies, and you'll forget about Julia, or whatever her name is.*

**A**las, your letter arrived too late. Romeo and Juliet were married last week, and the next day, they committed suicide.—Nurse to Juliet, Verona.

*Sorry to hear about R and J, but it just goes to show what a lack of sex education can do. Enclosed is an application to our Verona Playboy Club, a great place to drown your sorrows.*

**L**ast Summer, I met this mature chick whose husband had been killed by muggers. Her marriage had been an unhappy one, and I felt sorry for her. I took her out a few times, and now things have started to get serious. Mainly, she wants me to marry her.

She's a lot older than I am (In fact, she's old enough to be my mother!), but despite this age difference, I have a strange compulsion to be with her. We have a lot in common (We even have the same blood type!), and I feel comfortable being near her. Do you think I should marry her?—Oedipus, Athens.

*Marrying a woman old enough to be your mother can create some very complex problems. Don't rush blindly into it.*

**I** am crazy about this chick who says she loves me. We have some real great times together, and I want very much to marry this girl. But something is troubling me. She insists that I prove my love by cutting off my ear and sending it to her as a present. What do you think?—Vincent V. G., Arles.

*Give this chick the gate instead of your ear. She sounds like a kook. And you don't sound too stable yourself, even considering the suggestion.*

**I** don't wish to appear immodest, but I am considered to be one of the bravest and cleverest men in the kingdom, equally famous for my rapier-like wit and my rapier-like rapier. I have fallen madly in love with the fairest maiden ever created, but I am unable to declare by love for this ravishing damsel due to a physical hang-up: a gigantic growth in the middle of my face—my nose. This deformity pre-

vents me from expressing my true feelings for fear she will laugh at me. Alas and alack, what can a love-smitten Cavalier do?—C. de Bergerac, Paris.

*Like so many of you so-called "he-men", you're really chicken. You're hiding behind your nose and using it as an excuse for lack of confidence. Step out of the shadows and turn on that old rapier-like charm!*

**M**y friends chide me for being old-fashioned, but I firmly believe in the sanctity of womanhood. Whenever I see those painted, loose women shamelessly flaunting themselves in public (and in your publication), I feel a deep sense of outrage and a mad desire to do something to show them the error of their ways. I live alone and brood a lot. What should I do?—Jack T. R., London.

*Stop being so Victorian, Jack. And stop brooding. Go out and enjoy yourself. Meet some chicks. Cut up a bit. Who knows, you might have a ripping good time!*

**I** have trouble impressing girls because I am quite short. Could you recommend some exercises that would make me a few inches taller?—Napoleon B., Corsica.

*Size is relatively unimportant. Think "big"—do something spectacular to make the girls look up to you—and you'll have more chicks than you can handle. You might also try wearing elevated shoes.*





# Guidelines From Dr. Joyce Brothers

Dear Dr. Brothers,

I am a pretty girl with a better-than-average figure. I live in the jungle with my common-law mate, Tarzan. I don't need luxuries and I am perfectly content living in a tree house and wearing a loin cloth. However, I have one complaint: My mate, Tarzan, hardly ever speaks to me except in monosyllables like, "Eat!" or "Sleep!" or "Wash!" — while he spends long hours sitting around with his pet Chimpanzee, talking "ape-talk" and laughing uproariously. And what makes it worse is: I am certain they are talking about me.

Jane

Dear Jane,

You see in your mate's pet a rival for his affections. You feel that the Chimpanzee gets more attention than you do. This may be true. Why not get Tarzan to teach you to talk "ape" and then join in their conversations. It is common for people who do not understand a language to feel that they are being talked about. I am sure that your suspicions are unfounded, and you'll find that they are probably exchanging elephant jokes. In addition to learning "ape-talk", you might try a new hair-do and a stylish new loin cloth. Make yourself attractive and I'm sure your mate will spend more time with you. Unless he's got a deeper problem than you have led me to believe.

Dear Dr. Brothers,

I have been happily married to the same man for five and eighty years. Lately, however, my husband Noah—who is 600 years old—has been acting strangely. He keeps saying unto me that it is going to rain for forty days and forty nights. I have checked with the Weather

Prophets, and they sayeth unto me that we are to have a normal rainfall this year. Noah will not listen, and now spends all of his time in our back yard, building an ark. We are the laughing stock of the neighborhood. What should I do?

Embarrassed

Dear Embarrassed,

When men reach a certain age, they start acting strangely. Consider yourself lucky that your husband is building an ark instead of chasing young girls. Humor him, help him build it, and let the neighbors laugh. Who knows what *their* husbands are doing?

Dear Dr. Brothers,

I am a black man married to a white chick. Her family didn't put out any welcome mat when she brought me home to dinner, but we got married anyway. I work for the Government (Where else can a black man earn lots of bread?) and we live in a jazzy pad. Lately, I've been hearing rumors about my wife and one of my white brothers. For a wedding present, I gave my wife a handkerchief . . . and yesterday, I saw my white buddy using it. That honky was honking in my hankie! My wife claims she lost the hankie, but I think there's some hanky-panky going on. I think she's cheating on me because I'm black!

Othello, Moor of Venice

Dear Othello,

The fact that your wife married you over her parents' objections proved that she loved you and wasn't concerned about the color of your skin. All married couples have their differences, their quarrels and their suspicions, and in a mixed marriage, these can be blown out of

proportion. I feel you are being overly sensitive about your race, and should show more trust in your wife. Let's face it, a handkerchief isn't exactly the kind of gift a woman cherishes. Next time, try a diamond or a mink cape. They've saved more than one rocky marriage.

Dear Dr. Brothers,

By using certain drugs, I have succeeded in splitting myself into two separate and distinct personalities: one, the kindly, benevolent, thoughtful Dr. Jekyll, and two, the evil, woman-chasing, whiskey-guzzling Mr. Hyde. At first, I could control these personality switches, but now they are occurring without the use of drugs. Do you think I can be helped?

Henry Jekyll, M.D.

Dear Dr. Jekyll,

By seeking advice, you show that you want to be helped, and therefore you can be helped. Like so many people who experiment with mind or hallucinogenic drugs, you have turned it into a bad trip. With proper medical and psychiatric care, I am sure that, in time, you will remain the kindly, thoughtful, benevolent Dr. Jekyll permanently.

Dear Dr. Brothers,

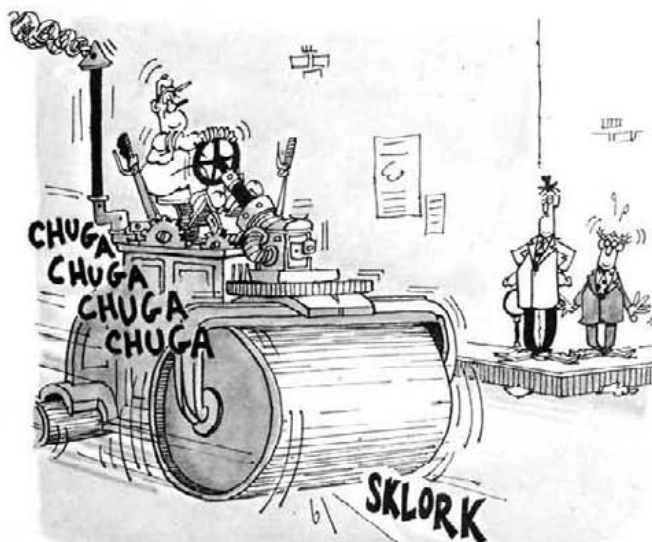
I'm afraid you don't quite understand my problem. I keep switching back to that dull, square fink, Dr. Jekyll, and I can't stand it! I love booze and broads, and I want to remain fun-loving, swinging Mr. Hyde permanently!

Edward Hyde





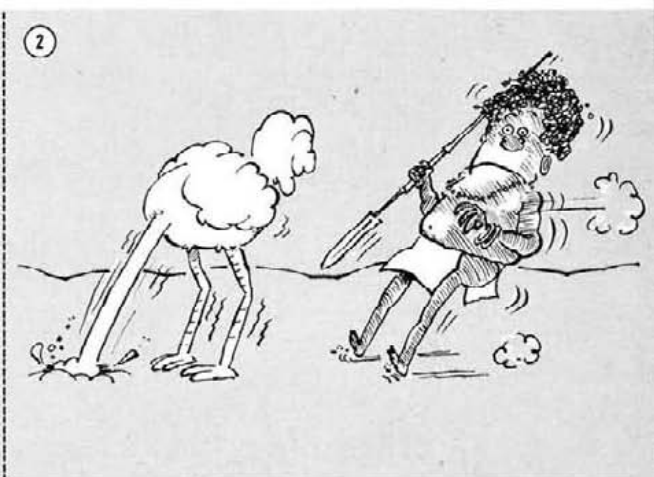
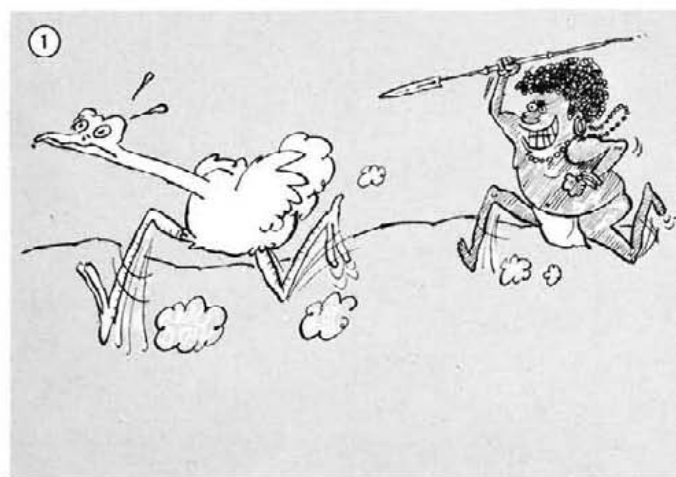
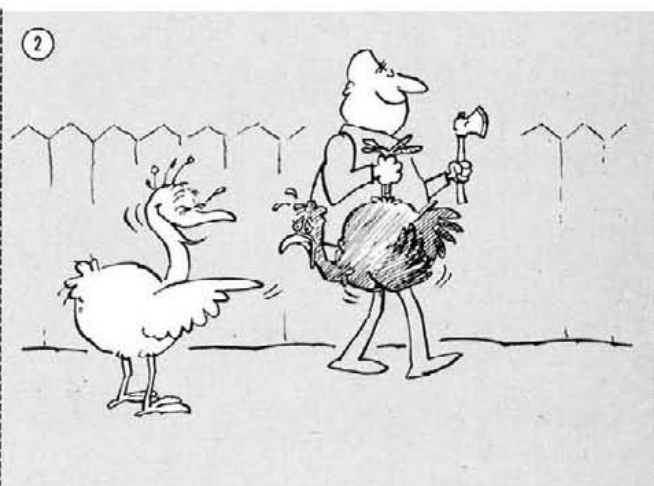
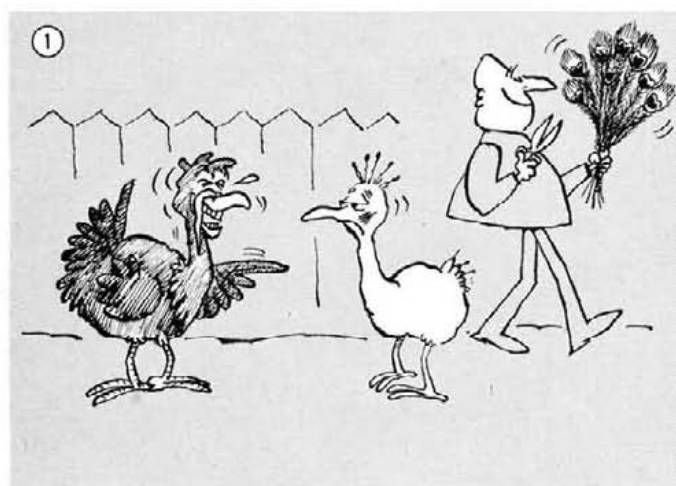
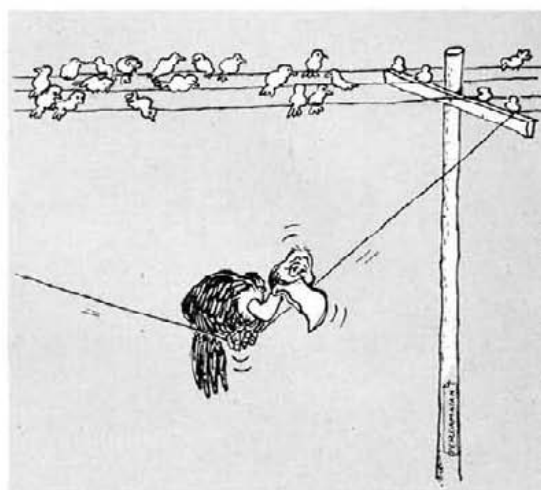
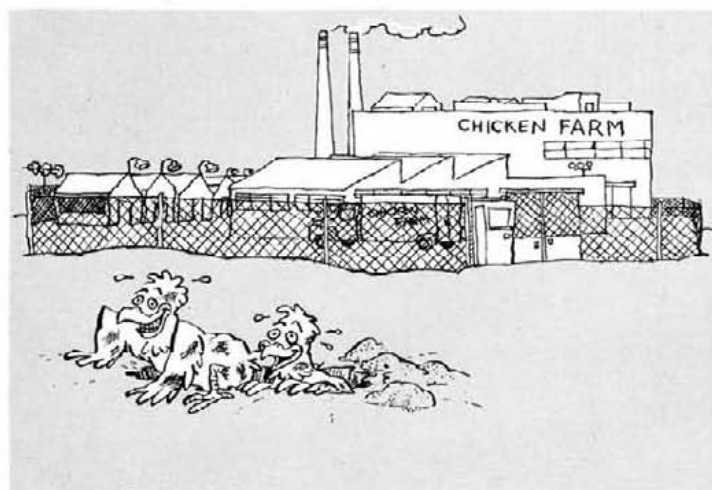
# ONE MORNING IN THE LIFE OF AN OPTICIAN





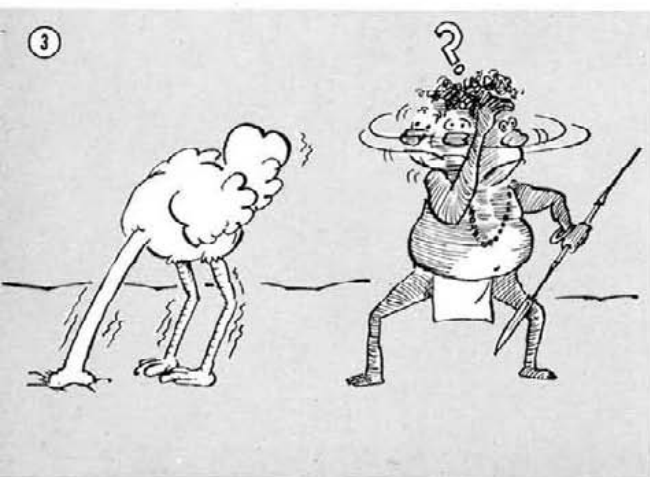
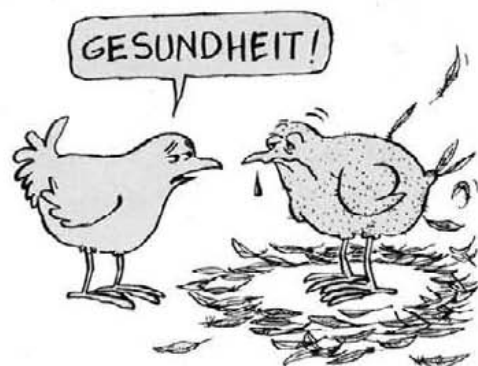
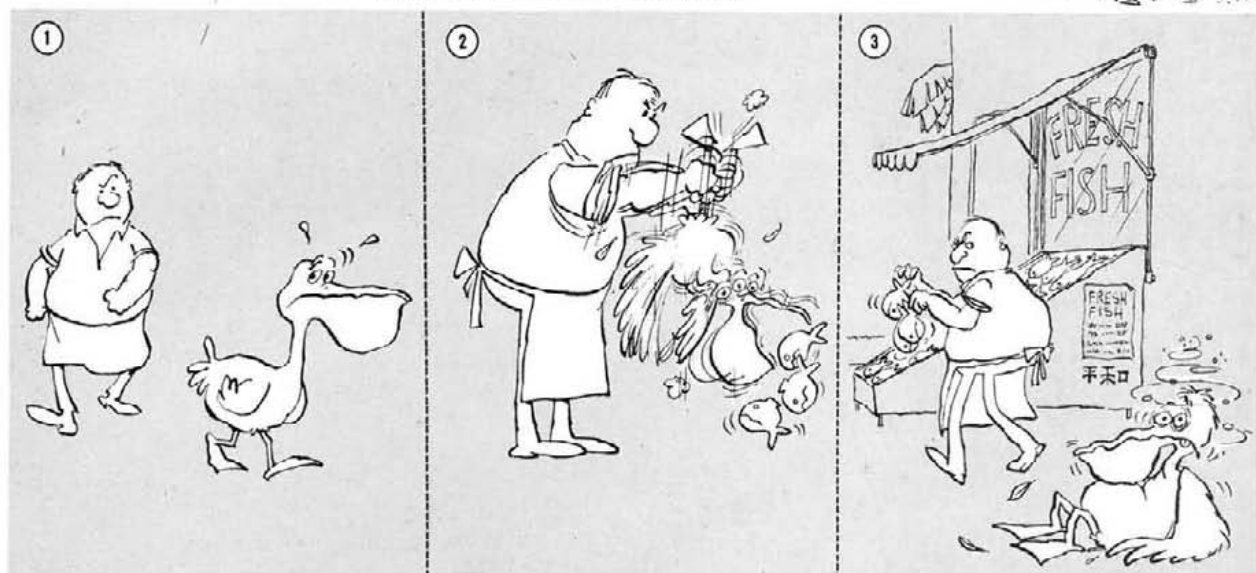
AUDUBON-BONS DEPT.

# A MAD LOOK

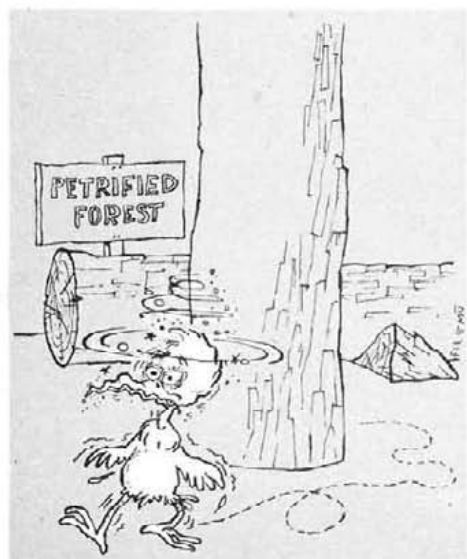
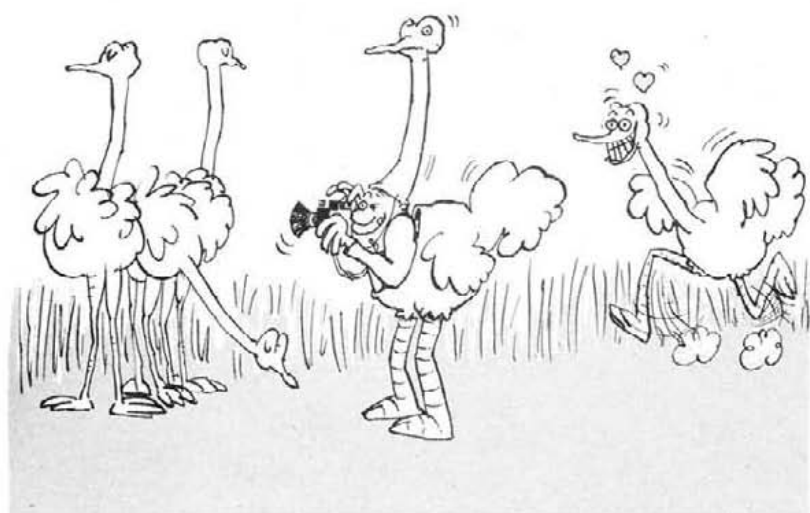


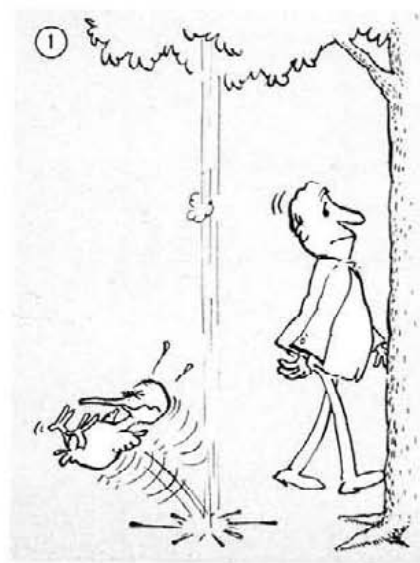
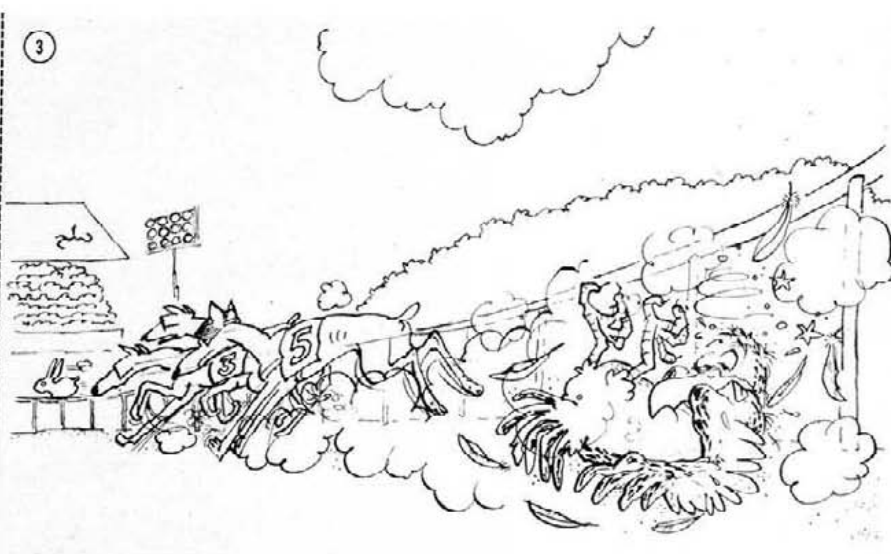
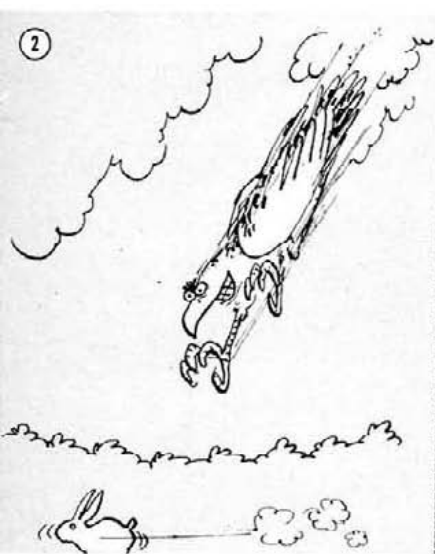
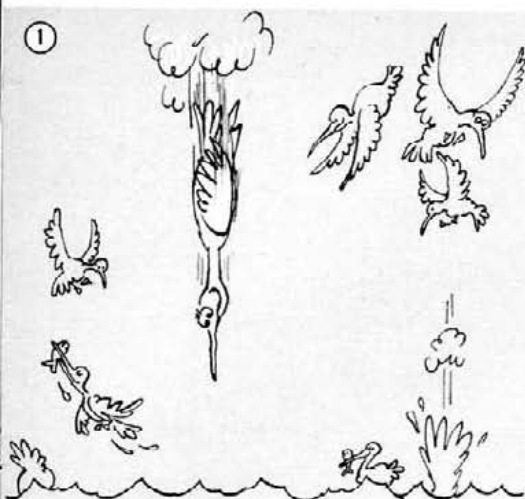
# AT BIRDS

ARTIST & WRITER: SERGIO ARAGONES









# You Know You're REALLY

You Know You're REALLY A FOOTBALL FAN When ...



... you learn your wife just had a baby because they announce it over the public address system.

You Know You're REALLY A FOOTBALL FAN When ...



... you buy a house at least 75 miles away so you can see the home games that are blacked out in the city.

You Know You're REALLY A FOOTBALL FAN When ...



... you make \$195 a week, and you think O.J. Simpson got a "raw deal" because he's only getting \$400,000.

You Know You're REALLY A FOOTBALL FAN When ...



... you make sure you get home by 11 P.M. Sunday night so you can see the highlights of the game you were at that afternoon.

You Know You're REALLY A FOOTBALL FAN When ...



... you refuse to consider divorcing your wife because you're afraid she'll get custody of your season tickets.

You Know You're REALLY A FOOTBALL FAN When ...



... you ask the crowd to be quiet so you can hear the sportscaster on your portable radio describe the play you just saw.

You Know You're REALLY A FOOTBALL FAN When ...



... you miss the Monday morning funeral of a close relative because you're too broken up over your team's loss on Sunday.





# A FOOTBALL FAN When...

ARTIST: JACK DAVIS

WRITER: STAN HART

**You Know You're REALLY A FOOTBALL FAN When ...**



... you rediscover a childhood prayer because your team is two points behind with six seconds left.

**You Know You're REALLY A FOOTBALL FAN When ...**



... you stay up nights memorizing the numbers of the Kick-off and the Kick-return teams.

**You Know You're REALLY A FOOTBALL FAN When ...**



... it really matters to you who wins the "AFL-All-Pro Bowl Game."

**You Know You're REALLY A FOOTBALL FAN When ...**



... you discover your wife is having an affair, but you don't want to make anything out of it because it gets her out of the house on Sundays.

**You Know You're REALLY A FOOTBALL FAN When ...**



... you sit and stare at the TV set from February to July because you just can't believe that the "G.E. College Bowl" isn't some sort of post-season game.

**You Know You're REALLY A FOOTBALL FAN When ...**



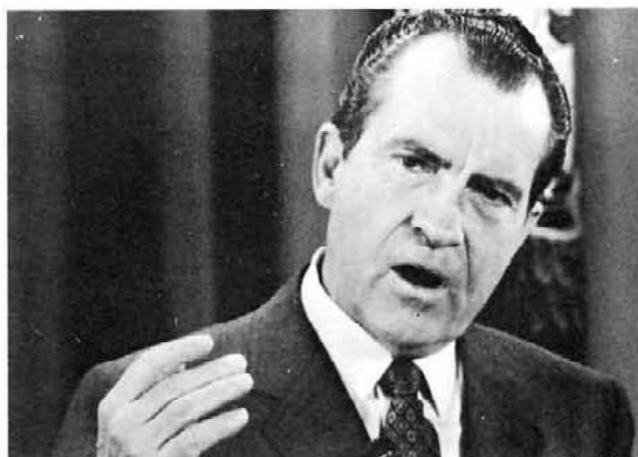
... you go to the home of people you hate because they have a color TV set.

**You Know You're REALLY A FOOTBALL FAN When ...**



... you arrange your Summer vacation so you'll be able to attend the "College All-Star-Pro Game" in July.

# MAD CHRISTMAS



It Came Upon  
A Midnight  
Perfectly  
Clear!

RICHARD NIXON



I'm  
Dreaming  
Of A  
Black  
Christmas!

H. Rap Brown



ABBIE new year!

abbie hoffman



Oh, Holy Might—  
The Stars Are  
Brightly Shining...

The Joint Chiefs Of Staff



# CARDS

# FROM CELEBRITIES

CONCEIVED BY MAX BRANDEL



**OY!**  
**TO THE WORLD**

Golda Meir



**Don We  
Now Our  
"K"  
Apparel!**

George Wallace



**Seasoned  
Greetings!**

The  
Galloping  
Gourmet

PHOTOS BY WIDE WORLD & U.P.I.



**Police  
On  
Earth!**

Mayor Richard Daley





# Silent Majority Night!

Spiro Agnew



# Christmas Jeer!

Don Rickles



# Oh, Come— All Ye Faithful!

Hugh Hefner



# There's No Reason To Be Jolly!

Senator  
William  
Fulbright



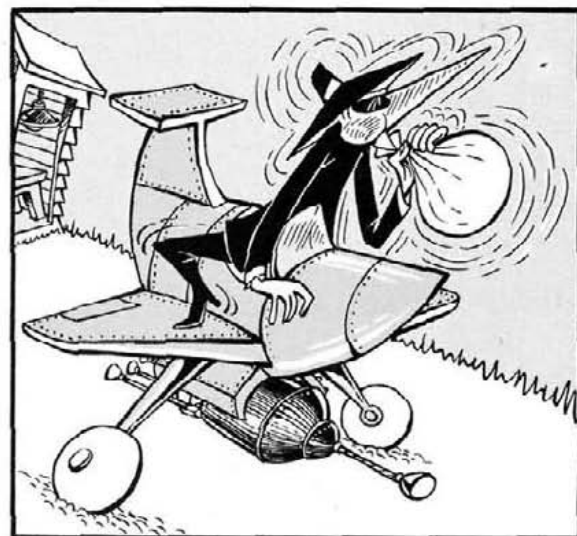
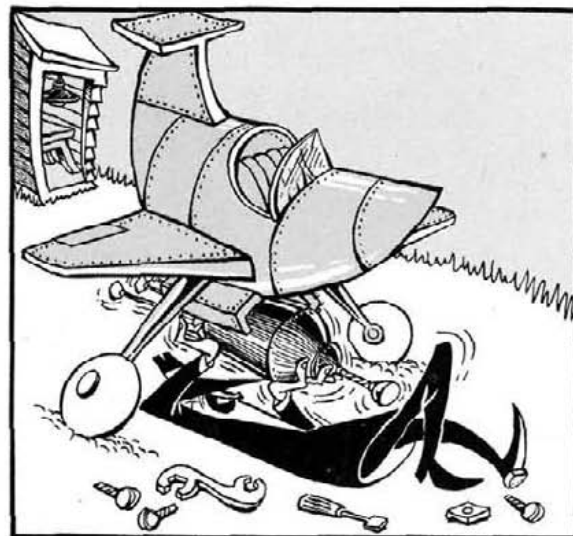
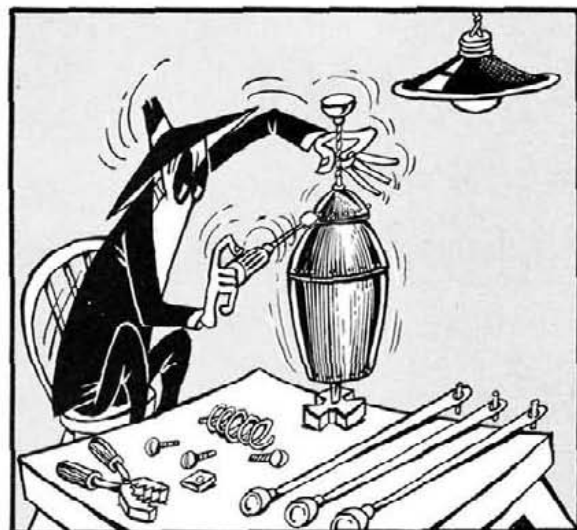
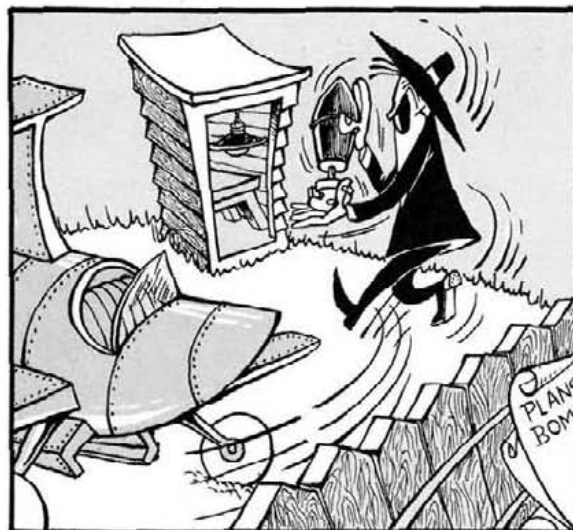
# OH, HIDING IN COMFORT AND JOY!

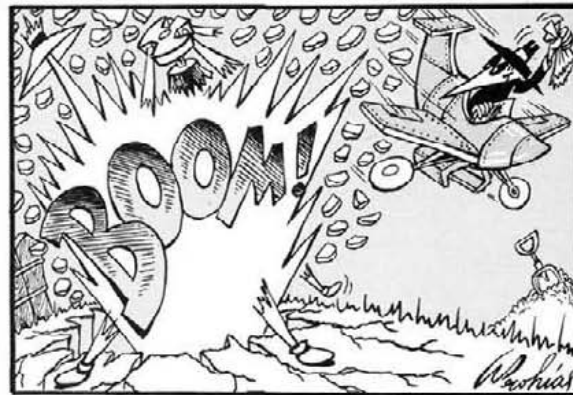
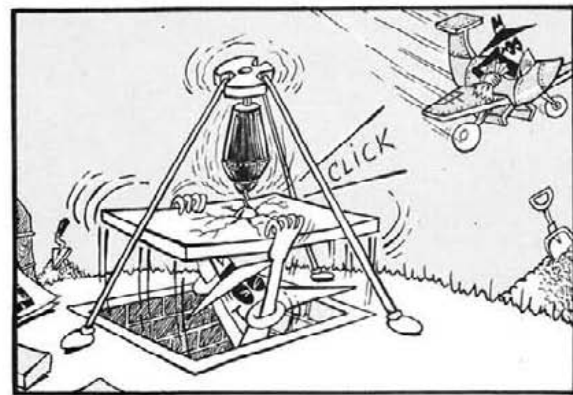
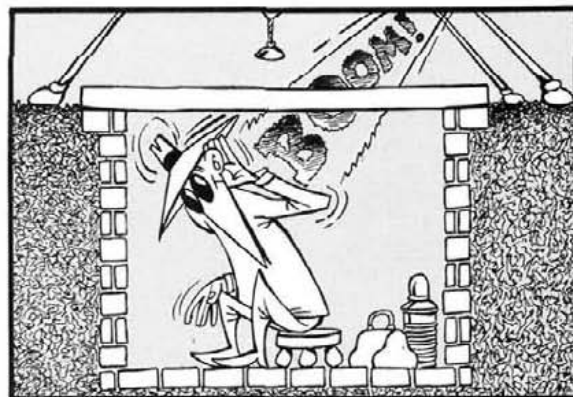
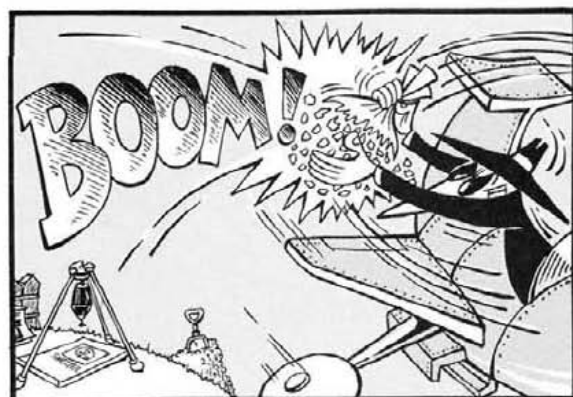
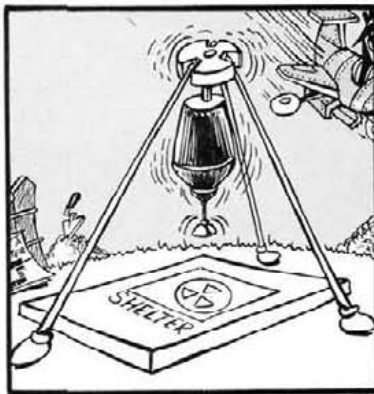
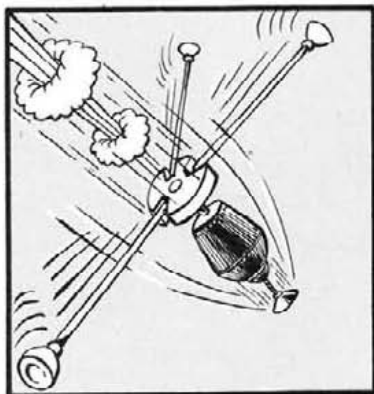
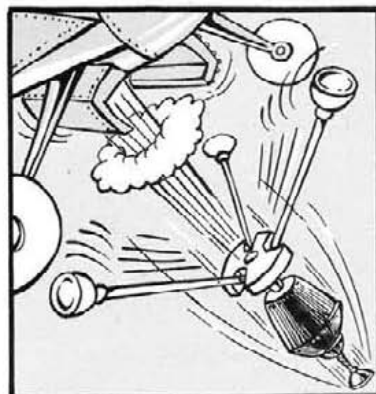
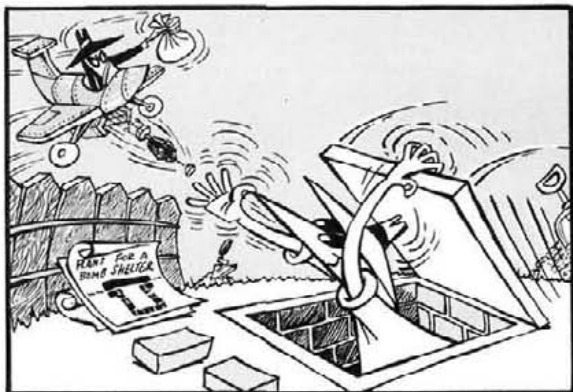
Eldridge Cleaver



# FIRE AT WILL TOWARD MEN!

THE OHIO NATIONAL GUARD





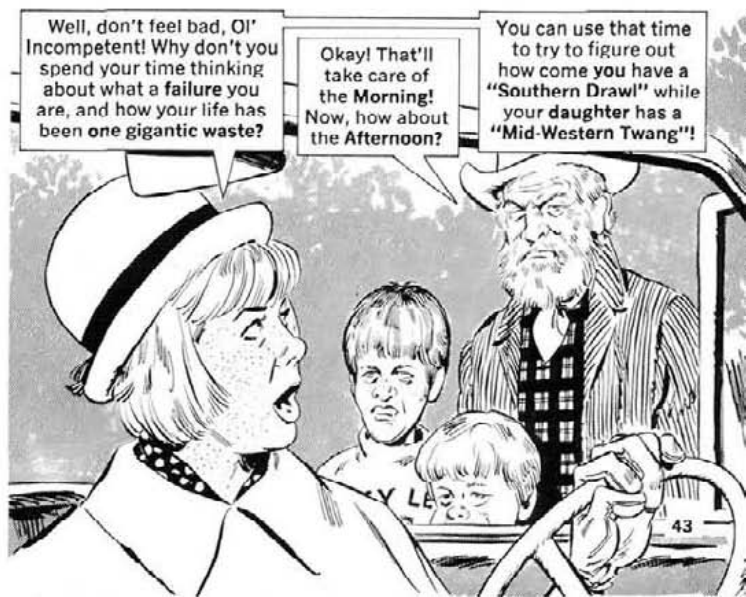


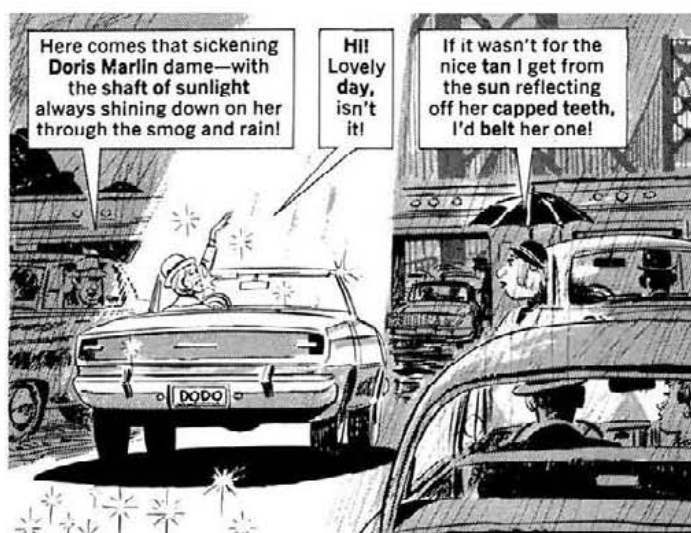
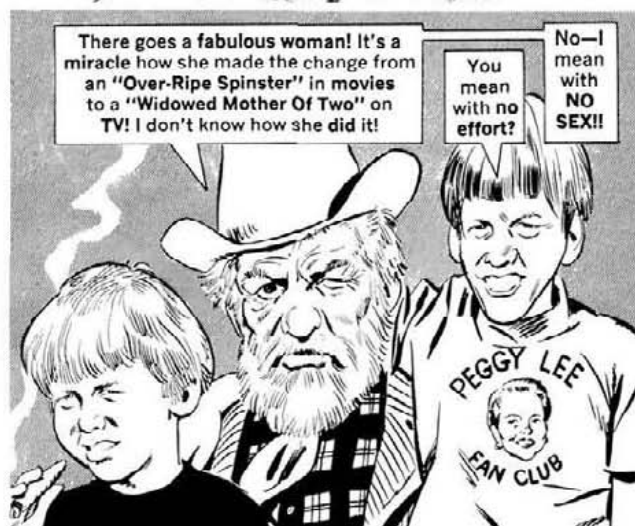
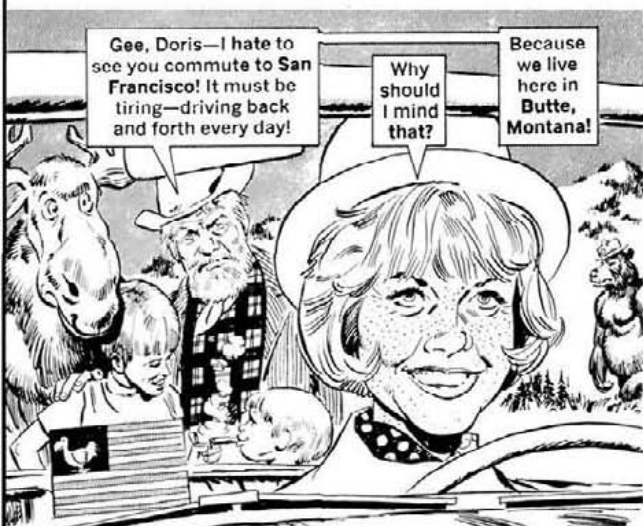
Why are most weekly series TV shows pretty awful? Because some hack Writer comes up with a trite idea, an incompetent Producer puts it on, and an inept Director moves around the no-talent Star! That's why most weekly series TV shows are pretty awful! Now... what happens when the Star of a weekly TV show is also the Producer and has all the power on the show? What happens when the Star makes all the decisions and signs all the checks? It'll probably come out looking remarkably like...

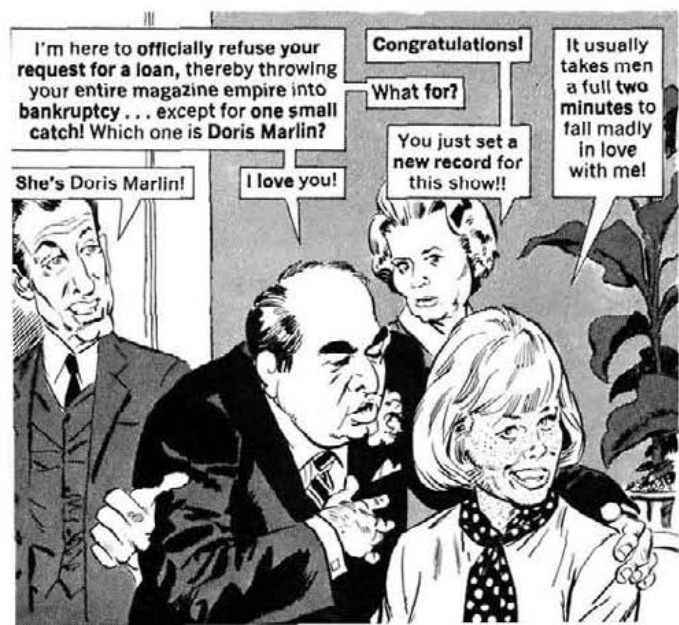
# THE DORIS DAZE SHOW

ARTIST: ANGELO TORRES

WRITER: STAN HART













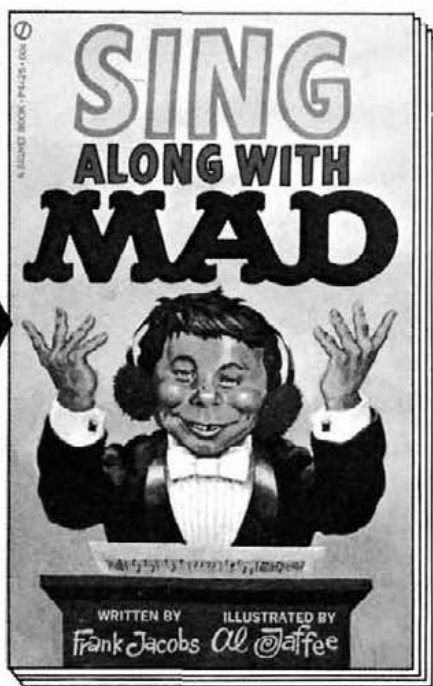
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**ECCH-MAS GIFT LIST!**

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| <input type="checkbox"/> The MAD Frontier     | <input type="checkbox"/> The Indigestible MAD   | <input type="checkbox"/> DAVE BERG Looks at People      | <input type="checkbox"/> Sing Along With MAD        |

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**Winsom tasted  
good like a  
cigarette  
should've.**

2.  
You mean...  
as a cigarette  
should've.

3.  
What did  
you want, good  
grammar or  
good taste?

4.  
**I wanted to  
live a lot  
longer than  
this!**



Winsom may not say it right, but they sure know how to put you right—  
six feet under with **CANCER BLEND** tobaccos

